

#SWIMBIZ

SHORT & TWEET



The 10-year value of a swimmer to your team is more than \$20,000 in revenue





Matt Steffen • GENESEE VALLEY MASTERS SWIMMING

Being a Gorilla in Guerrilla Marketing: How to Market in Your Community Without Spending the Big Bucks

@mste0312

BEING THE GORILLA IN GUERRILLA MARKETING: *HOW TO MARKET IN YOUR COMMUNITY WITHOUT SPENDING THE BIG BUCKS*



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Being the Gorilla: Presentation Takeaways

- Market what your leadership wants to be
- Market in a comfortable and capable state

Today's talking points:

- *Social Media – Facebook, others and an emerging trend...?*
- *Sponsorship – Acquire the information you want to obtain the sponsorship you deserve!*
- *Your Brand – What defines your organization?*
- *Community Relations – Make your presence know!*



Being the Gorilla: But I'm not a Gorilla...

- Find how best to contribute by making the customer feel smart; achieve this thru:
 - *your **social media** skills and epic selfies;*
 - *your “big sell” **sponsorships** abilities with corporate giants;*
 - *your **brand promise** product understanding; and/ or*
 - *your **relations** in the **community** and love for extra work.*
- Market in a comfortable and capable state

Being the Gorilla: Social Media – Facebook!

- Become a Gorilla on Facebook!
 - *Open your group to the outside world and approach it as a **business***
 - *Use it for praise, **recognition**, ‘recruitment’, and advertising*
 - *Create a ‘troop’ of Facebook admins and **allow them to succeed***
 - *Love **analytics** and share your knowledge*
 - *Connect with **alumni** and hashtag colleges (especially the local ones)*
 - *Have a link to your Facebook site on **everything** sent out*

TELL ME A STORY

Being the Gorilla: Social Media – Others!

■ Learn to love other social media platforms

- *Instagram (make it do double duty)*
- *Twitter (another day, another time)*
- *Pinterest (creator of relevant content)*
- *Newsletter/Blogs/Vlogs*
- *Vines and YouTubes*
- *LinkedIn*
- *Periscope*



Being the Gorilla: Sponsorship

- Become a Gorilla with sponsorships
 - Determine the **size and shape** of your sponsorships
 - Obtain **relevant demographics** about your group to share with sponsors
 - Help you sponsors market your business and find **value**

Quick Tip:

Be yourself and be confident

Being the Gorilla: Sponsorship; Google Forms

- Use Google Forms (or other survey too) to get a pulse on your group and community

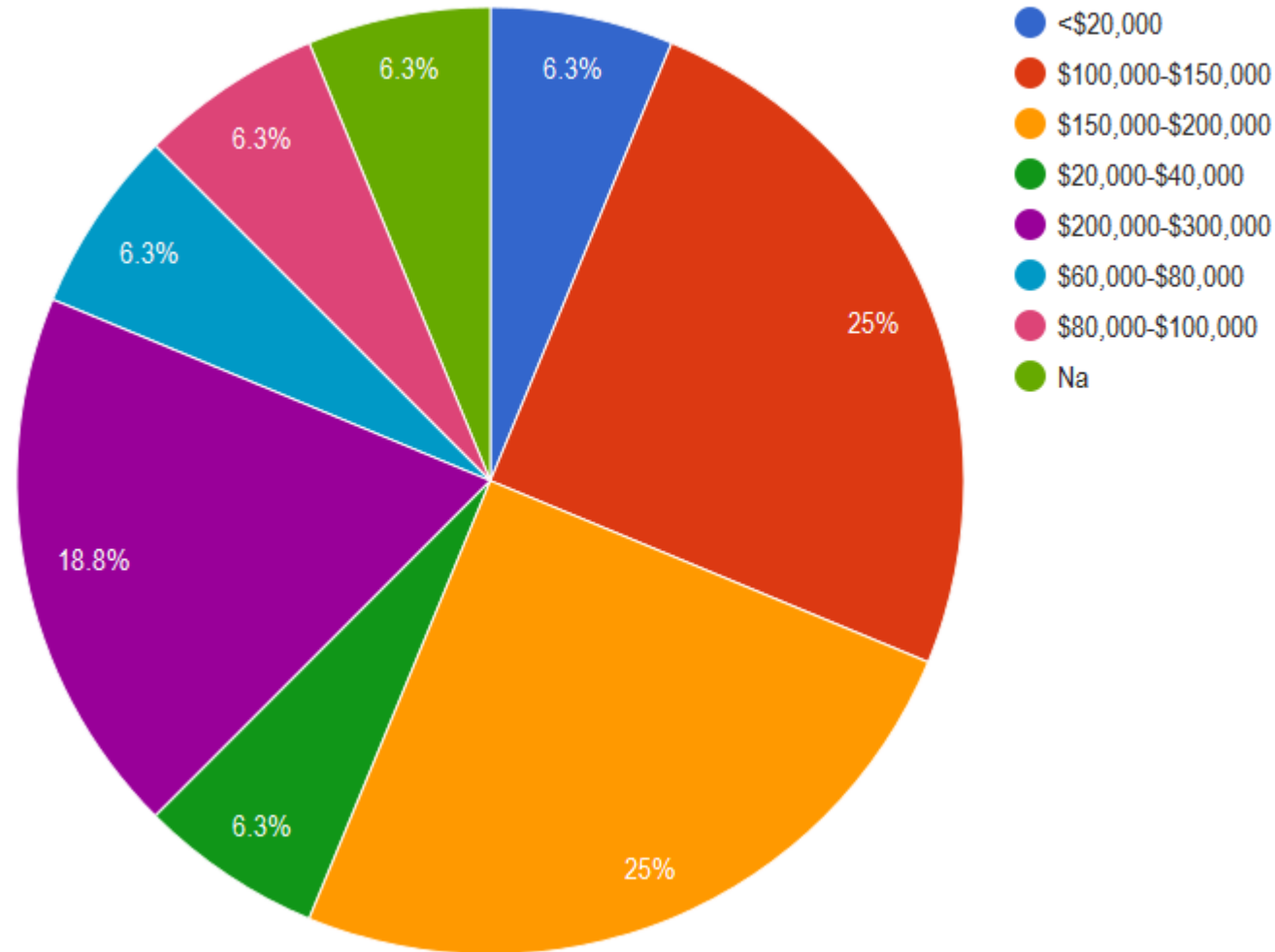
Genesee Valley Masters survey:

- *Gender*
- *Age range*
- *Length of time on team*
- *Marital status*
- *Number of people in household*
- *Annual household income*
- *Type of car(s) at household (domestic/import, brand)*
- *Homeowner/renter/squatter*



Being the Gorilla: Sponsorship; Google Forms

Annual Household Income



■ Graph done in one minute using data from Genesee Valley Masters participant survey

Being the Gorilla: Find/Build Your Brand Promise

- Build your organization and marketing beyond an icon, slogan, or logo
 - *Provide a **benefit** to those you are reaching out to*
 - *Do what makes your **comfortable** and be **authentic***
 - *Do it once, do it **always***
 - ***Fine tune** and **innovate** as needed*
- Develop the organization and all materials around the brand promise

Being the Gorilla: Find/Build Your Brand



**BUILD
YOUR
BRAND
PROMISE**

Being the Gorilla: Community Relations

- Become a Gorilla in your community
 - *Build a **network** among people you relate with doing what you **enjoy***
 - *Consider it your first avenue towards **getting things done***
 - *Be equally as ready to **give** as you are to **take***
 - *Provide **value** in everything you contribute*
- Create the opportunities yourself and build a community network

Considerations for Practice

Begin Marketing the Way You Want

- Use the social media you want to use and stay up to date
- Find the sponsors and create the partnerships you want
- Market with your brand promise in mind everyday
- Build your community network and cash out from it
- Market in a comfortable and capable state
- So where do I spend the money?



Small Budget: Find Your Balance

- Where do I spend my money?
 - *Have a marketing **budget line***
 - *Develop and present **marketing reports***
 - *Don't **stress** about showing an ROI*
 - ***Write** your marketing plan and strategy*
 - ***Persistence** pays off*
- Persist with your marketing efforts even when you feel you aren't reaching out (*especially on social media*)

Quote it out: Quotes to Inspire, Motivate, and Teach

“Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they’d like to go.” – Seth Godin

“Good marketing makes the company look smart. Great marketing makes the customer feel smart.”
– Joe Chernov

“If your stories are all about your products and service, that’s not storytelling. It’s a brochure. Give yourself permission to make the story bigger.” – Jay Baer

“If you can’t explain it to a 6-year old, you don’t know it yourself.” – Albert Einstein

“A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is.” – Scott Cook

“A picture’s worth a thousand words but your face is worth a thousand and one.” – Matt Steffen

“Be yourself. Everyone else is already taken.” Oscar Wilde

“People often say that motivation doesn’t last. Well, neither does bathing. That’s why we recommend it daily.”
– Zig Ziglar

FINAL THOUGHTS AND QUESTIONS?



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